

## Consumer – Lenovo – Smartphone – Datasheet - Template

### PLEASE READ: IMPORTANT GUIDELINES TO USE DATASHEET TEMPLATE

The **Consumer Lenovo Smartphone Datasheet Template** is meant to be used for developing datasheets for Lenovo Smartphones. It is the responsibility of the Lenovo Business Units to ensure that all Smartphone datasheets are developed using this approved template only.

**ONLY TEXT WITHIN THE SPECIAL BRACKETS < > SHOULD BE CHANGED.  
ALL REMAINING TEXT MUST NOT BE EDITED.**

#### 1. PRODUCT NAME SECTION

- Product name should be mentioned in designated areas of the template
- The product name should always be prefixed with **Lenovo™**
- It must carry the appropriate ® or TM marks if any

#### 2. HEADLINE, SUBHEAD & BODY COPY SECTION

- **Headline: State the single most important selling proposition of the product**
  - a. One line maximum as shown in template
  - b. Do not change the font style or color
- **Subhead: Expand on the headline with more detail about the product's benefits**
  - a. One line maximum as shown in template
  - b. Do not change the font style or color
- **Body copy: A brief write up about the product or sales pitch**
  - a. Do not split into two or more paragraphs
  - b. Ensure there is proper use of ® and TM where applicable
  - c. Do not change the font style or color
  - d. 50 (fifty) to 80 (eighty) word limit

#### 3. PRODUCT IMAGE SECTION

- On screen image must be from the approved Lenovo Brand imagery bank
- Onscreen image must be as per the orientation of the device
- Product image dimensions must not be increased or reduced
- Two different angle images of the product are mandatory
- Product images must have transparent background

#### 4. WHY YOU SHOULD BUY SECTION

- **Icons:**
  - a. Only **FOUR** features must be called out
  - b. The grey box that contains the feature symbol must not be changed, moved or resized. Feature symbols may be created to represent the feature being highlighted
- **Feature headline:**
  - Headlines for these features to be restricted to 3 - 4 words and should be on a maximum of 2 lines
- **Feature body copy:**
  - a. Description for these features to be limited to 4 - 5 lines

#### 5. SPECIFICATIONS SECTION

- **Order of specification categories**
  - a. Design
  - b. The dimension of the product should be in MM
  - c. Weight section:
    - a. Always use in format xx g (x.xx lbs)"
    - b. Must be up to a maximum of two decimal points only
  - d. Performance
  - e. Connectivity
  - f. Software
  - g. Lenovo Software: this must not be deleted
- **Non-Lenovo brands & trademarks**
  - a. Ensure correct use of ® and TM for all non-Lenovo brands
  - b. Ensure spelling and nomenclature is correct

#### 6. WHAT'S IN THE BOX

- List out the items that come with the smartphone in bullet points

#### 7. ACCESSORIES

- Max of **TWO** accessories to be called out
- Caption must be the name of the accessory

#### 8. LEGAL & FOOTNOTE SECTION

- Include any alliance partner legal lines as required
- All **product/feature/customer/performance claims** should be supported with the relevant legal lines within the legal section of the datasheet

**NO CHANGE MAY BE MADE TO THE DATASHEET TEMPLATE AND THESE GUIDELINES WITHOUT THE PRIOR CONSENT OF LENOVO GLOBAL BRAND COMMUNICATIONS. THIS TEMPLATE WILL BE REVIEWED AND UPDATED IN NEXT 180 DAYS**

#### Contacts

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# Unstoppable

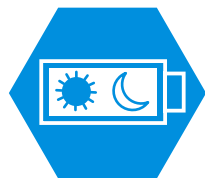
Power on with a long battery life and splash-proof technology

Featuring a long lasting 4000mAh battery, the Lenovo VIBE P1m smartphone also comes with quick charging function and a physical power saver switch. Splash-proof nano-coating both outside and inside can protect it from rain or accidental spills. Plus, with a 5.0" HD screen, 64-bit quad-core processing, expandable storage and dual SIM support with 4G LTE connectivity, the P1m lets you do more for less.

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## WHY YOU SHOULD CHOOSE THE LENOVO VIBE P1m



### 4000mAh battery with Quick Charge

Plug it in for a few minutes when you are in a hurry to get a quick power boost that will last you a while.



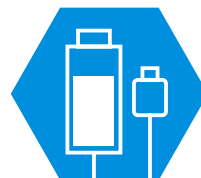
### Power Saver Switch

Physical switch that instantly extends your battery life by powering down when you need it.



### Splash-proof nano-coating

Both outside and inside protects the phone against rain or accidental spills.



### OTG (On the Go) Charging Port

Coupled with the phones big battery allows you to charge other devices when needed.



# Lenovo VIBE P1m Smartphone

## SPECIFICATIONS

### DESIGN



#### Display

**Size:**  
5.0" HD (1280x720) IPS,  
293ppi, 16M colors

**Type:**  
Capacitive 5-point multitouch



#### Colors

Onyx Black  
Pearly White



#### Materials

**Rear Cover:** Polycarbonate  
**Front Panel:** Splash protection

### PERFORMANCE

#### Operating System

Android™ 5.1, Lollipop

#### Processor

MediaTek MT6735P 1.0GHz 64-bit Quad-Core

#### GPU

Mali-T720 GPU @ 600MHz

#### Audio

1x Speaker, 3.5mm Jack

#### Memory

**RAM:** 2GB

**ROM:** 16GB

**Expandable:** Up to 32GB microSD

#### Sensors

Gravitation / Proximity / Light

#### Battery<sup>1</sup>

**Type:** Typical – 4000mAh | Minimum – 3900mAh  
(Li-Po, embedded), Power Saver Switch,  
Quick Charge, OTG support

**Standby time:** 2G: Up to 19 days  
3G: Up to 23.5 days  
4G: Up to 20.5 days

**Talk time:** 2G: Up to 36.5 hours  
3G: Up to 16 hours  
4G: Up to 16 hours



### CONNECTIVITY

#### SIM

**Type:** Micro SIM

**Slots:** Dual



#### Connectivity/Radios

**Data:**  
GPRS, EDGE, HSPA+, LTE

**Speed:** LTE (4G) 150Mbps (DL) / 50Mbps (UL)

#### 4G Network:

LTE TDD Band 1/3/5/7/8/20; FDD Band 40

#### 3G Network:

UMTS 900/2100

#### 2G Network:

GSM 850/900/1800/1900

**WLAN:** Wi-Fi 802.11 b/g/n, Wi-Fi hotspot

**Bluetooth:** Bluetooth® 4.1 LE

**A-GPS support:** Yes

**Radio:** FM radio (excludes Turkey)



### CAMERA

#### Rear

8MP auto-focus w/  
LED flash

#### Front

5MP fixed-focus



### PRELOADED SOFTWARE

**Social Networking:** Skype™,  
Twitter™, Facebook®

**Tools, Productivity & Daily Life:**  
Evernote®, Route 66 Navi + Maps,  
UC Browser

**Google:** Maps, Street Views,  
Hangouts, Google+, Music, Play  
Games, YouTube, Gmail, Magazines,  
Books, News & Weather, Chrome

**Lenovo Apps:**  
SHAREit with CLONEit, SYNCit

**Games:** Gamestore, Tap the Frog

### LENOVO DOIT APPS



#### SHAREit

Rapid sharing of photos, apps  
and more across devices,  
without network charges



#### CLONEit

Instantly transfer all your old  
apps and data to your new  
Lenovo phone



#### SYNCit

Back up and restore all  
your contacts, SMS  
messages and call logs

### WHAT'S IN THE BOX<sup>2</sup>

Handset, Travel Adaptor, USB Cable, OTG Cable, Earphones, Warranty Card,  
User Manual & Quick Start Guide

Looking for better security,  
battery life and performance?



Consider the Lenovo VIBE P1



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<sup>1</sup> Battery life based on simulation results and is an estimated maximum average. Actual battery life may vary based on many factors.

<sup>2</sup> In-box items subject to regional availability.

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